



ADMINISTRATIVE NOTES



Superintendent
of Documents

LIBRARY PROGRAMS SERVICE

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July 1985

FALL COUNCIL MEETING

The Fall 1985 meeting of the Depository Library Council to the Public Printer will be held in Washington, D.C., October 16-18. Orientation for new Council members, as well as a Depository Librarians Workshop, will take place on October 15. All of these activities will be held in the LPS Conference Room in the main GPO building. As soon as hotel arrangements are finalized, a detailed announcement will be published in AdNotes.

PRF MICROFICHE TO BE PRODUCED BY NEW CONTRACTOR

During May, 1985, the commercial contractor that had been producing the PRF was defaulted. A new contractor will be awarded a two-year contract this August, and production will commence in September, 1985.

In the meantime, depository libraries should continue to receive issues of the PRF that are produced by a job-by-job contract award. This will mean some delays in receiving the PRF. As of this date, all libraries should have received the May 16th set. However, no Cumulative Price and Status Change Reports (CPSR) will be produced until September, 1985.

SUBJECT HEADINGS

The Library of Congress has notified the GPO that the Library of Congress Subject Headings in Microform, Quarterly Cumulation, is now being filmed at a 48x reduction ratio. This is a change from the 24x reduction ratio the material was filmed at previously. The SuDocs Classification Stem is LC 26.7/2:, Item number 0823-A-01.

MARKETING YOUR LIBRARY

PART SIX

* **DEPOSITORY CLIP ART...** You can create your own promotional designs with the clip art on the mat sheets attached to this issue of Administrative Notes. The art is reproducible and camera ready. It can be enlarged, reduced, or duplicated onto newsletters, brochures, book lists, reports, notepaper, signs, posters - anywhere you want to broadcast the Depository message.

* **THE MEDIUM AND THE MESSAGE...** The Marketing Department has been considering the suggestion of several librarians to create a slide or film presentation on the Depository Program. This show would be designed for Government publications librarians to present to other librarians or local community or business groups. It would be an overview of the types of libraries that maintain Depository collections, and the various materials and services provided by the Program. However, before we begin developing this new project, we need to know which media format would be the most convenient and effective for you - slide/tape shows? 16mm film? video tapes? What kind of viewing equipment do most Depositories have at their disposal? If you're interested in involving yourself in this kind of presentation, you can start by taking a minute to fill out the appropriate section in the order form on the next page, and sending it to my office.

**The Government
sells books...**

**but this one
is free.**

It's our catalog of new and popular publications.
For your free copy, write: Books, P.O. Box 37000, Washington, D.C. 20013.

* **A NEW POSTER...** promoting the free US Government Books catalog has just been released. This beautiful 11 x 17 color poster with the Capitol in the background offers viewers a copy of our popular catalog of best-sellers. The poster was created for display in Federal buildings, community centers, local government offices, and libraries. If you'd like to receive your copy of the poster (limit of 3 per library) just check the appropriate box and fill in the order form on P. 6.

* REGIONAL MARKETING...The Government Publications Librarians of New England (GPLNE), a NELINET task force, have initiated a regional marketing program which could serve as a prototype for other State or regional Depository groups interested in promoting their services and collections. Under the guidance of David Heisser of Tufts University, the New England librarians are utilizing telephone surveys, a publicity campaign, and follow-up interviews to measure public awareness of the Depository Program in their part of the country.

Last year, several Government publications librarians in Massachusetts conducted telephone surveys and personal interviews of approximately 60 people from nonprofit organizations and small businesses. Results indicated that most of the people surveyed use Government publications but were unaware of Depository Library services.

In conjunction with the Superintendent of Documents and GPO Marketing Department, GPLNE is now developing a publicity campaign which may include articles for professional journals, brochures suitable for insertion in association mailings, directory listings in both the blue and yellow pages of telephone books, a speakers bureau, local radio and TV appearances, and staffing a portable display unit at local conferences and exhibits. (This display unit, procured and funded by the Superintendent of Documents, will be tested with the New England project. If found to be an effective promotional tool, several other units may be purchased and distributed to Depositories across the country. You will be kept informed as this project develops.)

After the publicity campaign has been established, follow-up surveys will be conducted to determine whether the interviewees have used Depositories and if they were satisfied with the service they received.

A more complete description of the GPLNE project will be provided in an article by Mr. Heisser in an upcoming issue of Government Publications Review. The New England librarians involved in this marketing test are proving themselves to be an energetic, creative team and we look forward to seeing many positive results from their work.

* DEPOSITORY PUBLICITY SURVEYS...Last month I received a letter from Lorri Lea of Saginaw, Michigan. As chairperson of the Michigan Library Association - Documents Awareness and Publicity Committee, she and fellow committee members developed and distributed a 'Documents Publicity Survey' to the 49 Depositories in their State. They received an 82% response rate and sent a copy of the survey results to me. The librarians were asked to comment on the publicity materials and programs used to promote their collections, and to suggest ideas for future publicity projects.

I was pleased to see that more than 50% of the libraries indicated they regularly use the GPO marketing materials (posters, brochures, catalogs, bookmarks). Several new ideas, and some variations on well known ideas were

gathered from the survey. Among them: sharing old editions of the PRF or List of Classes with other libraries or library departments; orientation programs of new library staff members; burying the term 'documents' and replacing it with 'Government publications'; adding Government publications titles to book ordering lists and new acquisitions lists; developing specialized workshops (such as 'Using Census Materials').

Other imaginative ideas included:

- listing selected Government publications in the subject catalog, on special cards which cite the SuDocs numbers and direct patrons to the Depository collection.
- sharing old editions of Background Notes with school libraries.
- placing a 'Document of the Week' column in the electronic mail network.
- photocopying title pages and tables of contents to be sent to State and local government officials.
- keeping a List of Classes at the circulation desk with the library's holdings and locations highlighted.
- shelving Subject Bibliographies in the Reference department.
- inserting Depository bookmarks in books as they are checked out.
- inserting Depository brochures in faculty newsletters and in local non-depository library mailers.

If you're interested in developing a publicity survey for your State or regional Government publications group, you may wish to pattern it after the form on the following page, which is based on the Michigan survey. Please let me know of your results!



MARY LEE O'BRIEN
Library Marketer

Address:

5

United States
Government
Printing Office

SUPERINTENDENT
OF DOCUMENTS
Washington, D.C. 20402

Postage and Fees Paid
U.S. Government Printing Office



OFFICIAL BUSINESS
Penalty for private use, \$300

THIRD CLASS

Catalog Poster 021-700-00038-0 Quantity: _____

YES, please send me my free copy(ies) of the new Catalog Poster.

(Please print your name and address on the label above.)

You can help us determine which media format to use for a new presentation on the Depository Library Program by filling out the brief questionnaire below:

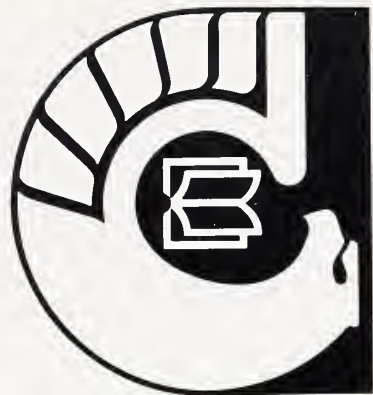
Does your library own or have access to:

<input type="checkbox"/> Slide projector with sound	<input type="checkbox"/> Video tape player
<input type="checkbox"/> 16mm film projector with sound	<input type="checkbox"/> Other (please specify) _____

Which of these formats would you most prefer for a new presentation?

To receive your free poster and help us with our media project please send this entire page to:

LIBRARY MARKETER
US Government Printing Office
Stop: MK
Washington, DC 20401



Depository Libraries . . .

**Your Source For
Government Information**

**DEPOSITORY LIBRARY
DEPOSITORY LIBRARIES
ACCESS = AWARENESS**

Depository Libraries . . .

**Information Link Between
The Federal Government and You**

Depository Libraries . . .

**Bringing Government Information to You
Ask Your Depository Librarian.**

**This Library Is A Federally Designated Depository
of Government Information.**

**Depository Library
Depository Libraries
Access = Awareness**

This Library Is A Federally Designated Depository.

DEPOSITORY LIBRARIES . . .

**YOUR SOURCE FOR
GOVERNMENT INFORMATION**

**DEPOSITORY LIBRARY
DEPOSITORY LIBRARIES
ACCESS = AWARENESS**

DEPOSITORY LIBRARIES . . .

**INFORMATION LINK BETWEEN
THE FEDERAL GOVERNMENT AND YOU**

DEPOSITORY LIBRARIES . . .

**BRINGING GOVERNMENT INFORMATION TO YOU
ASK YOUR DEPOSITORY LIBRARIAN.**

**THIS LIBRARY IS A FEDERALLY DESIGNATED DEPOSITORY
OF GOVERNMENT INFORMATION.**

THIS LIBRARY IS A FEDERALLY DESIGNATED DEPOSITORY.

FEDERAL DEPOSITORY LIBRARY PROGRAM

Federal Depository Library Program

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Federal Depository Library Program

**Depository Library
Depository Libraries
Access = Awareness**